

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, March 26, 2014

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Alexinia Baldwin, Janet Jones, Shawn Kornegay, Betsy Paterson, and Cara Workman

Staff: Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 4:15 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from February 26, 2014

The Committee approved the Minutes as approved.

4. Discussion and update on materials for summer advertising

Cara Workman and Kathleen Paterson did not have an update on this project.

5. Update from Art Fair subcommittee

Janet Jones reported that a sponsor for this event has not yet been secured but that she is optimistic about the available options. She noted the deadline for artists to apply for the event is March 28.

6. Update from Festival subcommittee

Betsy Paterson reported that planning for the Festival is underway and that Kristin Schwab had created a preliminary layout that can accommodate over 100 booths.

7. Grand Opening for Town Square

Ms. K. Paterson asked the committee for suggestions on an event to celebrate the grand opening of the Town Square.

Ms. Moran stated that any such event should be held prior to the Celebrate Mansfield Festival.

Ms. Workman and Ms. Kornegay each commented that “grand opening” sounded too similar to the Grand Opening of Storrs Center in 2013 and suggested calling the event something else, such as a “dedication.”

The committee deferred further discussion until a better defined construction schedule was available. The committee agreed by general consensus that such an event should not be held before the stage and shade structure are in place.

8. Other

Ms. Jones expressed an interest in pursuing the “Breakfast with Jonathon/Dog walk event” from the brain-storming section.

Ms. Workman has attended similar events and said she thought it would be an easy one to produce and would be well-attended. **Ms. Workman will check with UConn’s pre-vet club to see if they have plans for an event in the fall.**

The committee agreed upon a Saturday in October 2014, specifically either October 11, 18, or 25. **Ms. Paterson will check the Town calendar to see if there are events already scheduled. Ms. Workman will check UConn’s calendars.**

9. Adjourn

The meeting adjourned at 5:45 pm.

Minutes prepared by Kathleen M. Paterson